

## A Linguistic Landscape Study of Culinary Store Names on Jalan Soekarno-Hatta, Malang

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**Abstract:** Malang is known for its diverse culinary attractions, particularly along Jalan Soekarno-Hatta, a popular culinary area. The linguistic landscape (LL) displayed in public spaces reflects the sociolinguistic characteristics of a region and can be observed through culinary store names. This study aims to identify the monolingual and bilingual patterns used in culinary store naming on Jalan Soekarno-Hatta and to analyze their informational and symbolic functions. This research employed a descriptive qualitative method. Data were collected from permanent signage along Jalan Soekarno-Hatta. Of the 181 stores identified, 80 were culinary businesses. The findings reveal 70 monolingual store names categorized into six patterns: P+BN, BN, TCS+P, TCS+P+BN, TCS+BN, and P. In addition, 10 bilingual store names were classified into three patterns: TCS+BN, P+BN, and TCS+P. The study shows that the informational function of the linguistic landscape is to communicate products and store locations, while the symbolic function reflects business ownership and the regional identity of the cuisine offered. These findings demonstrate how culinary store names contribute to representing cultural and linguistic identities in urban public spaces.

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### Kata Kunci:

Penamaan toko kuliner, lanskap linguistik, papan tanda

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**Abstrak:** Malang dikenal dengan beragam daya tarik kulinernya, khususnya di sepanjang Jalan Soekarno-Hatta yang merupakan salah satu kawasan kuliner populer. Lanskap linguistik (linguistic landscape/LL) yang ditampilkan di ruang publik mencerminkan karakteristik sosiolinguistik suatu wilayah dan dapat diamati melalui nama-nama toko kuliner. Penelitian ini bertujuan untuk mengidentifikasi pola monolingual dan bilingual yang digunakan dalam penamaan toko kuliner di Jalan Soekarno-Hatta serta menganalisis fungsi informatif dan simboliknya. Penelitian ini menggunakan metode deskriptif kualitatif. Data dikumpulkan dari papan nama permanen di sepanjang Jalan Soekarno-Hatta. Dari 181

toko yang teridentifikasi, 80 di antaranya merupakan usaha kuliner. Hasil penelitian menunjukkan adanya 70 nama toko monolingual yang dikategorikan ke dalam enam pola, yaitu P+BN, BN, TCS+P, TCS+P+BN, TCS+BN, dan P. Selain itu, ditemukan 10 nama toko bilingual yang diklasifikasikan ke dalam tiga pola, yaitu TCS+BN, P+BN, dan TCS+P. Penelitian ini menunjukkan bahwa fungsi informatif dalam lanskap linguistik adalah untuk menyampaikan informasi mengenai produk dan lokasi toko, sedangkan fungsi simbolik mencerminkan kepemilikan usaha dan identitas regional dari kuliner yang ditawarkan. Temuan ini menunjukkan bahwa nama toko kuliner berperan dalam merepresentasikan identitas budaya dan linguistik di ruang publik perkotaan.

## INTRODUCTION

Basically, linguistics is the scientific study of language, and language itself is the primary object of linguistic study (Gaho et al., 2022). Language exists around us in various textual forms, such as shop signs, advertising billboards, posters, official notices, and traffic signs (Chen, 2026). It functions as a means of human communication to express ideas, convey messages, apologize, give thanks, and perform many other social functions (Istiqomah et al., 2025). Moreover, language is used for various purposes in society. Communication is the main function of language.

An overview of the languages used in public spaces is referred to as the linguistic landscape (LL). He further explains that the linguistic landscape is closely related to concepts such as linguistic market, linguistic mosaic, ecology of languages, language diversity, and linguistic situation. In this sense, LL reflects the social context in which more than one language is present. LL shapes social interactions and provides identity for members of society (Putri & Rohmah, 2026). LL as the visibility and salience of languages on public road signs, advertising billboards, street names, place names, commercial shop signs, and government building signs within a particular territory or urban area (Zahra et al., 2025). Similarly, LL refers to the style and appearance of language displayed in public life (Yaqin, 2026a).

LL studies are commonly conducted in bilingual or multilingual communities because language choices are highly visible in such contexts (Li et al., 2026; Olabiyi & Roman, 2025; Yelenevskaya, 2026). The study of LL can be divided into two categories: Top-Down and Bottom-Up. Top-Down signs are produced by the government, while Bottom-Up signs are created by private parties or individuals (da Silva et al., 2026; Faridah et al., 2025). Culinary store signboards belong to the Bottom-Up category because they are privately produced. These signs may appear in monolingual, bilingual, or multilingual forms and function as business identities intended to attract customers.

Language signs generally serve two main functions: informative and symbolic (Pradita & Arimi, 2025; Romanowski, 2026). The informative function indicates the linguistic boundaries of a territory and the availability of specific languages for communication (Simanjuntak & Napitupulu, 2026; Smith, 2026). Meanwhile, the symbolic function reflects the perceived value and status of a language compared to others. Thus, the languages displayed on culinary store signs may reveal not only business information but also cultural identity, prestige, and social positioning.

Several previous studies are relevant to this research (Chen, 2026; Istiqomah et al., 2025; Wibooliyasarin et al., 2025). The linguistic landscape of shop names in Sidoarjo Kota by examining monolingual, bilingual, and multilingual forms, as well as their syntactic patterns and functions (MANOLI & BERDESI, 2026; Yaqin, 2026b). Culinary linguistics as an interdisciplinary field that explores local wisdom through traditional food and language (Tetradze, 2026; Yaqin, 2026c). Meanwhile, the linguistic landscape in public spaces on Buru Island by analyzing billboards and signboards based on their characteristics, meanings, and functions.

Although these studies contribute significantly to LL research, they mainly focus on general shop signs, cultural perspectives, or public billboards. Previous research has not specifically examined the linguistic landscape of culinary store names in urban culinary centers, particularly in relation to phrase patterns, language choice, and the functions of store naming practices (Muhammady et al., 2026a, 2026b; Nie & Yao, 2026). Furthermore, studies focusing on culinary businesses in Malang, especially along Jalan Soekarno-Hatta, remain limited. Therefore, this research fills the gap by specifically investigating the monolingual and bilingual naming patterns of culinary stores and their linguistic functions within a prominent culinary area.

The novelty of this research lies in its focus on culinary store names as part of the linguistic landscape in a strategic urban culinary district. This study combines linguistic landscape theory, syntactic analysis of naming patterns, and the functions of language signs to provide a more comprehensive understanding of how language is used in culinary business identities. In addition, this research applies the Republic of Indonesia Presidential Regulation Number 63 of

2019, particularly Article 33 paragraphs (1)–(5), concerning the use of Indonesian, regional languages, and foreign languages in public spaces.

Malang is widely known for its tourist attractions and culinary diversity (Al-Sofi, 2026; Masruddin et al., 2026; Mehta & Tuzlukova, 2026). One of the most popular culinary areas is Jalan Soekarno-Hatta, which is strategically located near universities, schools, offices, and residential areas. As a result, the area is consistently crowded with visitors, workers, and students. The high level of social interaction in this area creates a rich linguistic landscape, especially through culinary store signage.

Based on this background, this research aims to analyze the linguistic landscape of culinary store names on Jalan Soekarno-Hatta, Malang. Specifically, the study examines the monolingual and bilingual phrase patterns used in culinary store naming and investigates the informative and symbolic functions represented in the linguistic landscape.

## **METHOD**

This research employed a descriptive qualitative method to analyze the linguistic landscape of culinary store names on Jalan Soekarno-Hatta, Malang. The data consisted of culinary store signboards displayed on permanent business buildings along the street. Temporary businesses, such as tent stalls and mobile vendors, were excluded from the study because they do not use permanent signage. Data collection was conducted through direct observation and documentation. The researcher photographed all permanent culinary store signboards found along Jalan Soekarno-Hatta. After the documentation process, the collected data were selected and identified based on the presence of linguistic elements in the store names. A total of 80 culinary store signboards were identified as the research data.

The data were then classified into monolingual and bilingual categories based on the number of languages used in the store names. Monolingual signs referred to store names written in a single language, while bilingual signs referred to store names containing two different languages. Furthermore, the store names were analyzed according to their phrase patterns, such as P+BN, BN, TCS+P, TCS+P+BN, TCS+BN, and P. The classification was based on the linguistic structure and lexical components appearing in each store name. The data analysis was carried out in several stages. First, the researcher grouped the data according to the language categories and phrase patterns. Second, the linguistic functions of the store names were analyzed using the theory of linguistic landscape proposed by Landry and Bourhis, particularly the informative and symbolic functions of language signs. The informative function was identified through information related to products and locations, while the symbolic function was analyzed through markers of ownership, cultural identity, and regional characteristics reflected in the store names. By applying these procedures, the research provides a systematic and transparent analysis of the linguistic landscape of culinary store naming on Jalan Soekarno-Hatta, Malang.

## **RESULTS AND DISCUSSION**

The results indicate that there are 181 stores on Jalan Soekarno Hatta with permanent signage, 80 of which are culinary stores. Among these, 70 monolingual and 10 bilingual culinary store names were identified. The information function of the linguistic landscape of culinary store naming is to provide information about the products and their locations. While for the symbolic function is to indicate the ownership, identity, and regional origin of the menu offered. The data also show that LL on Jalan Soekarno Hatta use Bottom-Up concept because the names are created by the store owners, not the government.

Based on the data, the languages used in monolingual culinary store naming are Indonesian, English, Japanese, Javanese, Chinese, Arabic, Sanskrit, and other names that cannot be classified into any specific language. While the language used in bilingual culinary store naming is English + Indonesian, Indonesian + English, Indonesian + Javanese, and Indonesian + Padang language.

## 1) Linguistic Landscape of Culinary Stores Naming Based on Monolingual and Bilingual Forms

To reveal the pattern of the linguistic landscape of culinary stores' naming in Soekarno Hatta street, each datum has been classified in TCS (Types of Culinary Store), P (Product), and BN (Brand Name). TCS is the differentiator used to specify the type of store, such as warung, coffee, toko, etc. P identifies the products offered by the stores, such as rice, noodles, cake, and so on. BN refers to the brand of the store as presented on the nameplate.

### A. The Pattern of Monolingual Culinary Store Naming

There are 6 patterns found, those are P+BN, BN, TCS+P, TCS+P+BN, TCS+BN, and P. The details can be seen as follows:

- P + BN = 39 stores
- BN = 19 stores
- TCS + P = 1 store
- TCS + P + BN = 2 stores
- TCS + BN = 8 stores
- P = 2 stores

Table 1. Pattern of Monolingual Culinary Store Naming

No.	Culinary Spot	TCS	P	BN	Pattern
1	Bakso Prima	-	Bakso	Prima	P + BN
2	Ayam Shihlin Mami	-	Ayam Shihlin	Mami	P + BN
3	Makaroni Ngehe	-	Makaroni	Ngehe	P + BN
4	Chef Kim	-	-	Chef Kim	BN
5	Martabak Juara	-	Martabak	Djuara	P + BN
6	Mie Soehat	-	Mie	Soehat	P + BN
7	Pempek Farina	-	Pempek	Farina	P + BN
8	Roti Gembul	-	Roti	Gembul	P + BN
9	Kopi Kenangan	-	Kopi	Kenangan	P + BN
10	Mie Gang Jangkrik	-	Mie	Ganag Jangkrik	P + BN
11	Bebek Sinjay	-	Bebek	Sinjay	P + BN
12	Ayam Geprek Sai	-	Ayam Geprek	Sai	P + BN
13	Bubur Ayam Abah Odil	-	Bubur Ayam	Abah Odil	P + BN
14	Pos Ketan	Pos	Ketan	-	TCS + P
15	Nasi Gokil	-	Nasi	Gokil	P + BN
16	Warung Nasi Bu Gito	Warung	Nasi	Bu Gito	TS + P + BN
17	Kue Gaya Baru	-	Kue	Gaya Baru	P + BN
18	Warung Solo	Warung	-	Solo	TCS + BN
19	Lalapan Lamongan	-	Lalapan	Lamongan	P + BN
20	Bakso Damas	-	Bakso	Damas	P + BN
21	Warung Barokah Bu Mis	Warung	-	Barokah Bu Mis	TCS + BN
22	Bakso Solo Djadoel	-	Bakso	Solo Djadoel	P + BN
23	Bakso Mas Koes	-	Bakso	Mas Koes	P + BN
24	Suwir Tajir	-	Suwir (ayam/ sapi)	Tajir	P + BN
25	Warung Bu Marni Prasmanan	Warung	-	Bu Marni Prasmanan	TCS + BN
26	Toko Kopi Berkah	Toko	Kopi	Berkah	TCS + P + BN
27	Teras Kota	-	-	Teras Kota	BN

28	Toko Nusantara	Toko	-	Nusantara	TCS + BN
29	Mie Mapan	-	Mie	Mapan	P + BN
30	Bakmi Tjap 99	-	Bakmi	Tjap 99	P + BN
31	Warung Kini	Warung	-	Kini	TCS + BN
32	Lumpur Arab Legenda	-	Lumpur Arab	Legenda	P + BN
33	Singosari Bolu	-	Bolu	Singosari	P + BN
34	Lapis Malang	-	Lapis Malang	-	P
35	Cita Rasa	-	-	Cita Rasa	BN
36	Lapis Kukus Tugu	-	Lapis Kukus	Tugu	P + BN
37	Warung Mekar Jaya	Warung	-	Mekar Jaya	TCS + BN
38	Bubur Manado	-	Bubur Manado	-	P
39	Bebek Goreng H. Slamet	-	Bebek Goreng	H. Slamet	P + BN
40	Kopi Studio	-	Kopi	Studio	P + BN
41	Mie Jebew	-	Mie	Jebew	P + BN
42	Dunkin's Donuts	-	Donuts	Dunkin's	P + BN
43	Pizza Hut	-	Pizza	Hut	P + BN
44	Chatime	-	-	Chatime	BN
45	The Planet Cafe	Cafe	-	The Planet	TCS + BN
46	Backroom Longue	Longue	-	Backroom	TCS + BN
47	The Harvest	-	-	The Harvest	BN
48	Malang Strudel Soehat 2	-	Malang Strudel	Soehat 2	P + BN
49	Noodle inc	-	Noodle	Inc	P + BN
50	Cowcow Steak	-	Steak	Cowcow	P + BN
51	Cooler City	-	-	Cooler City	BN
52	Bread Story	-	Bread	Story	P + BN
53	Tipsy Lion	-	-	Tipsy Lion	BN
54	Marugame Udon	-	Udon	Marugame	P + BN
55	Kakkoi	-	-	Kakkoi	BN
56	Yoshinoya	-	-	Yoshinoya	BN
57	Samijoyo	-	-	Samijoyo	BN
58	Shambala	-	-	Shambala	BN
59	Mixue	-	-	Mixue	BN
60	Hokben	-	-	Hokben	BN
61	Preksu	-	-	Preksu	BN
62	Amanda	-	-	Amanda	BN
63	Madonna	-	-	Madonna	BN
64	Tomoro Coffee	-	Coffee	Tomoro	P + BN
65	Aventree	-	-	Aventee	BN
66	Taconesia	-	-	Taconesia	BN
67	Amado's Shawarma	-	Shawarma	Amado's	P + BN
68	Nasi Srengdor	-	Nasi	Srengdor	P + BN
69	Excelso	-	-	Excelso	BN
70	Kober Mie	-	Mie	Kober	P + BN

Language used in the monolingual culinary store naming is Indonesian (45 shops); English (14 shops); Japanese (4 stores); Javanese (1 store); Chinese (1 store); Arabic (1 store); Sanskrit (1 store); and other languages which cannot be classified into any specific language (3 shops). This finding shows that more stores are using Indonesian as mentioned on Republic of Indonesia Presidential Regulation number 63 of 2019 especially article 33 point (1), (2), (3), (4), and (5) that say Indonesian language must be used for the names of buildings or structures,

apartments or residential areas, office spaces, and commercial complexes that are established or owned by Indonesian citizens or Indonesian legal entities.

## B. The Pattern of Bilingual Culinary Store Naming

There are 3 patterns found, those are TCS + BN, P + BN, and TCS + P. The details are as follows:

- TCS + BN = 2 shops
- P + BN = 7 shops
- TCS + P = 1 shop

Table 2. The Pattern of Bilingual Culinary Store Naming

No.	Culinary Spot	TCS	P	BN	Pattern
1	Elmaheyra Coffee and Pujasera	Coffee and Pujasera	-	Elmaheyra	TCS + BN
2	Mie Jogging	-	Mie	Jogging	P + BN
3	Warung steak and Shake	Warung	Steak and Shake	-	TCS + P
4	Ayam Goreng Nelongso	-	Ayam Goreng	Nelongso	P + BN
5	Soto Ayam Lamongan Cak Son	-	Soto Ayam Lamongan	Cak Son	P + BN
6	Bakso Malang Cak Cul	-	Bakso Malang	Cak Cul	P + BN
7	Bakso Kota Cak Man	-	Bakso	Kota Cak Man	P + BN
8	Citra Bakery	-	Bakery	Citra	P + BN
9	Sate Padang Saiyo	-	Sate Padang	Saiyo	P + BN
10	Warung Mbok Dower	Warung	-	Mbok Dower	TCS + BN

Language used in the bilingual culinary store naming are English + Indonesian (1 shop); Indonesian + English (3 shops); Indonesian + Javanese (5 shops); and Indonesian + Padang (1 shop).

## 2. Function of the LL in Culinary Store Naming

Based on the data, the functions of the culinary store naming on Jalan Soekarno Hatta in Malang can be identified. The data show that the naming of these stores serves both informational and symbolic functions.

The informational function provides details about the products and their locations, specifically food and beverages.

Table 3 Culinary Store Naming with Information Function

No.	Culinary Spot	Type of culinary information
1	<b>Bakso</b> Prima	food
2	<b>Ayam Shihlin</b> Mami	food
3	<b>Makaroni</b> Ngehe	food
4	<b>Martabak</b> Djuara	food
5	<b>Mie</b> Soehat	food
6	<b>Pempek</b> Farina	food
7	<b>Roti</b> Gembul	food
8	<b>Kopi</b> Kenangan	beverage
9	<b>Mie</b> Gang Jangkrik	food
10	<b>Bebek</b> Sinjay	food
11	<b>Ayam Geprek</b> Sai	food
12	<b>Bubur Ayam</b> Abah Odil	food
13	Pos <b>Ketan</b>	food
14	<b>Nasi</b> Gokil	food

15	Warung <b>Nasi Bu Gito</b>	food
16	<b>Kue</b> Gaya Baru	food
17	<b>Lalapan</b> Lamongan	food
18	<b>Bakso</b> Damas	food
19	Bakso Solo Djadoel	food
20	<b>Bakso</b> Mas Koes	food
21	<b>Suwir</b> Tajir	food
22	Toko <b>Kopi</b> Berkah	beverage
23	<b>Mie</b> Mapan	food
24	<b>Bakmi</b> Tjap 99	food
25	<b>Lumpur</b> Arab Legenda	food
26	Singosari <b>Bolu</b>	food
27	<b>Lapis</b> Malang	food
28	Lapis Kukus Tugu	food
29	<b>Bubur</b> Manado	food
30	<b>Bebek</b> Goreng H. Slamet	food
31	<b>Kopi</b> Studio	beverage
32	<b>Mie</b> Jebew	food
33	Dunkin's <b>Donuts</b>	food
34	<b>Pizza</b> Hut	food
35	Malang <b>Strudel</b> Soehat 2	food
36	<b>Noodle</b> inc	food
37	Cowcow <b>Steak</b>	food
38	<b>Bread</b> Story	food
39	Marugame <b>Udon</b>	food
50	<b>Preksu</b>	food
51	Amado's <b>Shawarma</b>	food
52	<b>Nasi</b> Srengdor	food
53	Kober <b>Mie</b>	food

The table indicates that there are 50 culinary stores selling food and 3 stores selling beverages. While stores with a symbolic function to indicate the ownership and regional origin of the menu offered can be seen as follows.

Table 4. Culinary Store Naming with Symbolic Function

No.	Culinary Spot	Symbolic Function
1	Chef <b>Kim</b>	ownership
2	<b>Mie</b> Soehat	origin
3	Pempek <b>Farina</b>	ownership
4	Bubur Ayam <b>Abah Odil</b>	ownership
5	Warung Nasi <b>Bu Gito</b>	ownership
6	Warung <b>Solo</b>	origin
7	Lalapan <b>Lamongan</b>	origin
8	Warung Barokah <b>Bu Mis</b>	ownership
9	Bakso <b>Mas Koes</b>	ownership
10	Warung <b>Bu Marni</b> Prasmanan	ownership
11	Lumpur <b>Arab</b> Legenda	origin
12	<b>Singosari</b> Bolu	origin
13	Lapis <b>Malang</b>	origin
14	Bubur <b>Manado</b>	origin
15	Bebek Goreng <b>H. Slamet</b>	ownership
16	<b>Malang</b> Strudel <b>Soehat 2</b>	origin
17	<b>Marugame</b> Udon	origin
18	<b>Kakkoi</b>	origin
19	<b>Yoshinoya</b>	origin
20	<b>Samijoyo</b>	origin
21	<b>Shambala</b>	origin

22	<b>Mixue</b>	origin
23	<b>Hokben</b>	origin
24	Amado's <b>Shawarma</b>	origin

The table indicates that there are 8 data showing the ownership of the culinary stores and 16 showing the origin of the food offered.

The findings show that there are 181 stores with permanent signage on Jalan Soekarno-Hatta, Malang, of which 80 are culinary businesses. Among these, 70 stores use monolingual names and 10 use bilingual names. The dominance of monolingual naming indicates that culinary business owners tend to prioritize clear and direct communication with local customers. Indonesian is the most frequently used language, followed by English, Japanese, Javanese, Chinese, Arabic, Sanskrit, and several unclassified names. This dominance reflects compliance with the Republic of Indonesia Presidential Regulation Number 63 of 2019, which encourages the use of Indonesian in public and commercial spaces. In addition, the use of Indonesian in culinary branding strengthens local identity and makes the stores more accessible to the majority of customers. The most common monolingual pattern is P+BN (Product + Brand Name), such as Bakso Prima and Kopi Kenangan, showing that business owners emphasize both the product offered and brand recognition as marketing strategies. The findings also indicate that the linguistic landscape on Jalan Soekarno-Hatta belongs to the Bottom-Up category because the store names are created by private business owners rather than government institutions.

The bilingual culinary store names demonstrate how language choice is influenced by sociolinguistic and commercial factors. Four combinations were identified: English + Indonesian, Indonesian + English, Indonesian + Javanese, and Indonesian + Padang language. The use of English in bilingual names, such as Warung Steak and Shake and Citra Bakery, reflects the influence of globalization and modern branding strategies. English is often associated with prestige, modernity, and international appeal, making the businesses appear more attractive, especially to young consumers and students around Jalan Soekarno-Hatta. Meanwhile, the combination of Indonesian with local languages, such as Javanese and Padang language, reflects cultural identity and familiarity. Names such as Bakso Malang Cak Cul and Sate Padang Saiyo emphasize regional authenticity and local culinary heritage. This shows that bilingual naming is not only used for communication purposes but also as a strategy to balance global trends with local cultural identity.

The study also reveals that culinary store names on Jalan Soekarno-Hatta perform both informative and symbolic functions. The informative function is shown through names that directly describe the products sold, such as Bakso, Mie, Kopi, and Pizza, helping customers easily identify the type of food or beverage offered. This function is important in a busy urban culinary area where businesses compete for public attention. On the other hand, the symbolic function reflects ownership, cultural identity, and the regional origin of the cuisine. Names containing personal references, such as Bu Gito, Abah Odil, and H. Slamet, symbolize ownership and create a sense of familiarity and trust between sellers and customers. Meanwhile, names such as Lalapan Lamongan, Bubur Manado, and Marugame Udon highlight the regional or cultural origin of the food, which adds authenticity and cultural value to the brand. These findings demonstrate that culinary store naming in the linguistic landscape is not merely a labeling practice, but also a sociolinguistic representation of identity, culture, and marketing strategies in urban public spaces.

## CONCLUSION

In summary, the findings of this research highlight the LL of culinary stores naming on Jalan Soekarno Hatta. There are 181 stores on Jalan Soekarno Hatta with permanent signage, 80 of which are culinary stores. Among these, 70 monolingual culinary store names were identified, categorized into 6 patterns: P+BN, BN, TCS+P, TCS+P+BN, TCS+BN, and P. Additionally, 10 bilingual culinary stores name were found, classified into 3 patterns: TCS+BN, P+BN, and TCS+P. Language used in the monolingual culinary store naming is Indonesian (45 shops); English (14 shops); Japanese (4 stores); Javanese (1 store); Chinese (1 store); Arabic (1 store);

Sanskrit (1 store); and other languages which cannot be classified into any specific language (3 shops). The data also show that LL on Jalan Soekarno Hatta employs the Bottom-Up concept.

There are 53 culinary stores naming at Jalan Soekarno Hatta, Malang that show information function. Of these, 50 culinary stores naming indicate selling food, and the other indicate beverages. While stores with symbolic function to indicate the ownership and regional origin of the menu offered. There are 8 data points showing the ownership of the culinary stores and 16 indicating the origin of the food offered. For further research, the current researcher suggests conducting interviews with the culinary store owners to understand the reasons behind their store names and to gain deeper insights into their choices of language and location.

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